

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

6273

LIBRARY
RECEIVED
★ APR 4 1934 ★
U. S. Department of Agriculture

REGAL ROSES



No visitor to our Rose fields has ever yet failed to enthuse at the size and quality of our Roses. The plants speak instantly for themselves. The plants which we will ship to you will merit your immediate approbation and we know they will give you satisfaction and successful results.

Regal Roses are two-year field-grown plants, budded on Multiflora Seedlings and are grown at West Grove, Pa. They are grown on a heavy clay ground on improved and heavily-fertilized soil. The plants are sprayed religiously each week and are otherwise kept clean, healthy and thrifty during the

entire period of production. As a result, they are heavy, well-matured stock, unsurpassed anywhere for size and quality. They are carefully dug with little or no exposure, stored naturally and shipped in healthy, vigorous condition. Their energy stays always with them.

Knowledge and work are essential ingredients in the production of good roses, but pride of workmanship also goes with Regal Roses. We are immensely proud of them and so will you be.

PRICES: Of All Varieties: 55c each; \$5.25 per dozen; \$40.00 per 100. DELIVERY FREE.

Visitors are always welcome at our nurseries, where we bud over 300,000 Roses every year and grow acres and acres of Evergreens. We will gladly fill orders on the place, at any time.

GUARANTEE
We guarantee our Roses to bloom and to be true to name or we will replace them.



A section of one of our Rose fields.

We earnestly recommend Fall Planting of Roses (which is from October 15th until freezing). For at this time, the plants are freshly dug with no loss of energy through storage. The soil is moist and mellow, insuring a good opportunity for the roots of the plants to establish themselves, so that the Roses will start to grow at the first spark of Spring. You need only to hill up the soil to a height of eight inches or more to protect the main portion of the plant from freezing.

However, Spring planting (from March 15th to the end of April) is equally successful, especially if done early in the season. Spring is the most popular planting time, due to the enthusiasm created by Nature's awakening. So we have plants for both seasons.

Any plants that you purchase from us at any time, will be of high quality, with definite assurance of success.

**EASTERN-GROWN ROSES
HAVE PROVED BEST
FOR
EASTERN PLANTING**

PARAMOUNT NURSERIES
A. & A. D. VANDERKRAATS, PROPS.
West Grove, Pa.
(Near Jennersville, Chester County, Pa.)
Phone: West Grove 146

ROSE PLANTING TIME
In the Fall
OCT. 15 to NOV. 30
In the Spring
MARCH 15 to APRIL 30





Betty Uprichard

Hybrid Teas or "Everblooming" Roses

Our list includes most of the newer and modern kinds, that have passed severe experimentation, have stood the test, and proven worthy. They are all "safe" varieties. Practically all of the colors and color-combinations, developed in recent years, are here represented. The following are all Hybrid Teas or "Monthly Bloomers."

Your Roses must be kept well-nourished, properly pruned, and regularly sprayed or dusted. The effort will bring supreme satisfaction in the way of a successful rose-crop, and your Roses will have a happy and healthy life.

ALBAST—Salmon-rose. A vigorous grower with plenty of healthy foliage. A very free and constant bloomer, producing pointed buds of rich salmon color. The bloom is fairly large, opening to a beautiful salmon-pink. We recommend this Rose for its constant blooming qualities. It is sweetly fragrant.

BETTY UPRICHARD—Two-toned. The inside of the petals is salmon-rose, the outside orange-carmine. The flower holds its color very well, the bush is healthy, vigorous and a free-bloomer. This is one of the "good" garden roses. The blooms are semi-double, with a spicy fragrance.

CHARLES P. KILHAM—Orient-red and orange. Beautiful, long-pointed buds, excellent for cutting. A splendid bedding plant, vigorous and bushy. A brilliant color combination, a fine growing plant and an exceptionally heavy bloomer. Recommended by everyone.

DAME EDITH HELEN—Clear pink. Very large, full, many-petalled bloom. The large buds on long stems are long lasting, making it a good exhibition or cut-flower rose. It is especially noted for its real, true Rose fragrance. It cannot be called a very heavy producer, but puts tremendous energy in the blooms that do come.

DIRECTOR RUBIO—Velvety magenta-red. The blooms are immense, semi-double and unfading, with good fragrance. It is a low bedder of the ideal type, with abundant foliage. One of the best and most spectacular varieties for garden purposes.

DUCHESS OF WELLINGTON—Deep saffron-yellow, tinted with orange. Its beautiful long-pointed bud opens to a very large, semi-double flower. It is delightfully fragrant. It has a low, spreading type of growth, of the "bedding" class. There are many newer yellows of purer color, finer form of flower, and greater publicity. But the Duchess is still about the best garden yellow, widely known and highly popular.

E. G. HILL—Dazzling scarlet, toning to pure red. Full, very double blooms of perfect form on long stems, splendid for cutting. It is richly perfumed. The plant is vigorous, with healthy foliage, making a beautiful bush, always blooming. Very fragrant.

ETOILE DE FRANCE—Velvety crimson with cherry-red center. It has large, double flowers, intensely fragrant, and long-lasting. The plant is a strong grower, healthy and free-blooming. This is an old variety, in this age of novelty-hunting, but it is yet one of our finest reds.

ETOILE DE HOLLANDE—Dark red. This is the finest red garden rose. The buds are of perfect form. The blooms are large and double on long stems, and are truly fragrant. The plant is strong, vigorous in growth, and easily grown, with healthy foliage. It is constantly blooming and blooming. We know of no better or finer rose.

GOLDEN GLEAM—Bright, pure, buttercup yellow. Blooms of perfect form on long stems, and quite fragrant. A good grower and a very active bloomer.

GRUSS AN AACHEN—Yellowish-rose color. The large, full flowers cover the bush in a mass of bloom. This variety, too, is a splendid bedder of the low, heavily-foliaged type. It is a hard worker, being constantly in bloom. It needs no petting or pampering, only ordinary care. Roses like this keep the garden alive and interesting throughout the entire summer.

GRUSS AN TEPLITZ—Deep crimson. Flowers full, double, and intensely fragrant. This is a strong, tall grower, often used for hedges or as a border plant. It is an old variety, but a real one and still very popular.

HAWLMARK CRIMSON—Intense, velvety crimson, tinted maroon. The flowers are semi-double and slightly fragrant. A very free bloomer, and a splendid bedder. It is very hardy and easily cared for. Its unusually dark color attracts considerable attention and causes a very noticeable contrast with the yellows, oranges and mixtures of today's popularity.

IMPERIAL POTENTATE—Carmine-pink. Large, double, well-shaped flowers, of true rose fragrance. Bush vigorous, with healthy, beautiful foliage.

JOANNA HILL—Creamy yellow. It has long buds that open to perfectly formed, very full flowers set on long stems, especially good for cutting. It is also slightly fragrant. It is a very good grower, with healthy foliage, and an upright, well-shaped bush. A very fine rose.

KAISERIN AUGUSTE VIKTORIA—Cream-white with a greenish center. The best white Hybrid Tea yet produced. The blooms are large, full and of perfect form, with rich fragrance. The bush is a strong grower. It is also a good bloomer, the flowers coming on long stems, fine for cutting.

KILLARNEY WHITE—Pure white. It has long-pointed buds, is a good grower and a good bedder. It is a sport of the famous Killarney, with many of its characteristics.

LADY ALICE STANLEY—Inside of petals flesh-pink, reverse deep coral. The buds are long-pointed, opening to beautiful cup-shaped flowers. The flowers are very double of perfect form and fragrant. The bush is a strong erect grower with healthy foliage.

LADY ASHTOWN—Clear, rose-pink. Long-pointed buds and brilliant flowers. A very vigorous and bushy grower. An unusually active bloomer and a splendid variety. One of the "old" roses that have not yet been surpassed.

LADY FORTEVIOT—Golden yellow mixed with apricot. The blooms are large, fragrant and of very good form. One of the newer varieties that have pleased us very much. A sturdy bush and very active bloomer.

MME. ALBERT BARBIER—Salmon tinted with Nankin-yellow, with a darker center. The flowers are large and beautiful. The bush is very vigorous, upright and bushy in growth. Another excellent and needed bedder. Constantly in bloom.



E. G. HILL



ETOILE DE HOLLANDE

Dark red. The finest red Rose yet produced. The buds are of perfect form and the blooms are large, double, and truly fragrant, coming on long stems. The plant is strong, vigorous in growth, has healthy foliage, and is easily grown. It is constantly blooming. We know of no better or finer Rose.



VILLE DE PARIS

Brilliant golden yellow. The buds are well formed and the blooms large and unfading in color. It is a good grower and a very steady bloomer. It is also slightly fragrant. For real, pure, rich yellow, this variety is yet unsurpassed.

All Varieties

55c each

\$5.25 per doz.

\$40.00 per 100

Delivery Free

REGAL ROSES

Unsurpassed for Size and Quality, Heavy, Well-Matured Stock, Carefully Dug, Freshly Packed, Full of Energy and True to Name

All are two-year field-grown plants, budded on Multiflora seedlings, grown at WEST GROVE, PA. They are grown on a heavy clay ground in improved and heavily fertilized soil. The plants are sprayed religiously each week and are otherwise kept clean, healthy, and thrifty during the entire period of production. No better Roses are grown anywhere.

EASTERN-GROWN ROSES HAVE PROVED BEST FOR EASTERN PLANTING

PARAMOUNT NURSERIES

A. & A. D. VANDERKRAATS
PROPRIETORS

West Grove, Penna.

THE RADIANCES

All the importations and research of the past dozen years have not yet produced anything to excel the vigorous growth, wonderful foliage, and blooming quality of the Radiances. This American strain makes tremendous growth, produces quantities of bloom on long stems, is rich in color and splendid in shape. It is particularly disease-resistant because of its healthiness. The Radiances thrive everywhere. They are the ideal to which all others are compared—the envy of their neighbors in the garden.

RADIANCE. The original. Brilliant carmine-salmon, with reverse side opal-rose and yellowish red. The best and most successfully grown Rose in America.

RED RADIANCE. A sport of Radiance, and like it in all respects except color, which is clear, genuine red.

MRS. CHARLES BELL. A newer sport of Radiance. Delicate shell-pink, with base of salmon—a soft flesh-color. Has all the virtues of Radiance, but distinctly different in color.



RADIANCE

MARGARET McGREDY

Orange-scarlet. One of the best Roses introduced, with the highest possible rating wherever grown. It has very large, long-pointed buds and fine double flowers. The bush is vigorous, with healthy, glossy foliage. A constant and heavy producer of flowers.



MARGARET McGREDY



TALISMAN

TALISMAN

Mixture of golden yellow, orange, and scarlet-red, with distinct variations in nearly every bloom. One of the most widely advertised of all Roses, and deservedly so. The plant is a vigorous grower of upright form. It produces beautiful buds on very long stems, and is very fragrant. This Rose is gaining higher recognition every year.

KAISERIN AUGUSTE VIKTORIA

Our first and last choice for a white Rose. Large, perfectly formed, full, cream-white blooms with greenish centers, coming on long stems, and richly fragrant. The bush is a strong grower constantly blooming. It stands up in our fields with the Radiances, above all other varieties. The best white yet produced.

All Varieties
55c each
\$5.25 per doz.
\$40.00 per 100
Delivery Free



KAISERIN AUGUSTE VIKTORIA



PRESIDENT HERBERT HOOVER

PRESIDENT HERBERT HOOVER

Another of the multicolored combinations of yellow, orange, and red. It has very large, extremely fragrant blooms on long stems, produced on an especially vigorous, healthy bush, and has earned a definite and lasting place on the list of choicest Roses. Its growing qualities alone will insure that.

MRS. G. A. VAN ROSSEM

Two-toned orange- and apricot-yellow, with golden yellow base. The reverse is often chrome-yellow or bronze. One of the finest color combinations ever formed in a Rose. We find it the best, most attractive, and most satisfactory of the orange-yellow combination group. Bloom is fairly large and very full. The bush is vigorous, with healthy, shiny foliage, and always blooming. We can always find perfect buds on our field-plants throughout the entire season. It is slightly fragrant.

MME. ALBERT BARBIER

Salmon, tinted with Nankin-yellow, with a darker center. The flowers are large and beautiful. Bush is very vigorous, upright, and bushy in growth. Constantly in bloom, making it a very excellent bedding type.



REV. F. PAGE-ROBERTS

REV. F. PAGE-ROBERTS

Golden yellow, with the reverse carmine, especially in the bud. The buds are very shapely and the blooms of perfect form, double, and very fragrant. Bush is low in growth, compact, and spreading, making it a good bedder. A fine bloomer, noticeably so in our fields during the hot, dry summer. It is always remembered for its exquisite coloring.



MRS. G. A. VAN ROSSEM



MME. ALBERT BARBIER

**PARAMOUNT
NURSERIES . . .**

West Grove, Penna.

A. & A. D. VANDERKRAATS, Props.

MME. BUTTERFLY—Rose color mixed with apricot and yellow. Beautifully shaped buds, long lasting when cut. Highly scented. It is a strong and satisfactory grower, an old favorite, a mighty good rose and still very popular.

MARGARET McGREDY—Orange scarlet. It has very large, long-pointed buds and fine double flowers. The bush is vigorous in growth, with healthy, glossy foliage. It is a constant and heavy producer of flowers. It has become one of the necessary varieties for all gardens, and deserves the highest possible rating.

MISS ROWENA THOM—Bright rose mixed with mauve and old-gold. Bears immense flowers of perfect form, on long stems, making it fine for cutting. The plant is vigorous, healthy and bushy.

MISS WILMOTT—Delicate sulphur, cream-yellow. Bloom of good form borne on long stems. It is highly scented.

MRS. AARON WARD—Indian-yellow, sometimes tinted with salmon-rose. Blooms are medium in size, but full and many. It is a low grower and continuous bloomer, an ideal bedder.

MRS. A. R. WADDELL—Reddish-salmon bordered with scarlet. Flowers are semi-double of striking color. A good grower.

MRS. CHARLES BELL—Delicate shell-pink with base of salmon—a soft flesh color. This rose is a sport of Radiance, with all of its virtues—strong, vigorous grower with wonderful foliage, constantly blooming, growing anywhere in spite of neglect, delightfully fragrant, good for cutting, etc. The three Radiances (Radiance, Red Radiance, Mrs. Charles Bell) are the ideal roses for the garden in this country.

MRS. G. A. VAN ROSSEM—Two-toned orange and apricot yellow, with golden yellow base. The reverse is often chrome-yellow or bronze. One of the most spectacular combinations of color ever found in a rose. It is the best, most attractive, and most satisfactory for the garden of this latest class of rose colors—the two-toned, variegated group. The bloom is fairly large and very full. The bush is vigorous with healthy, shiny foliage, and always blooming. It is slightly fragrant.

MRS. HENRY MORSE—Bright and clear vermillion on the outside of the petals, flesh-pink on the inside. The buds are very long-pointed, developing into very large blooms of perfect form. It is also slightly perfumed. The bush is of the strong, vigorous, healthy type of the Radiance group, and nearly as free-flowering.

MRS. PIERRE S. du PONT—Golden yellow. It has a long-pointed bud with flowers of medium size. The color is rich and deep and does not fade. The plant is low, compact and very bushy—a good bedder. It is a constant and heavy bloomer.

PRESIDENT HOOVER—Another of the multicolored combinations of yellow, orange and red. It has very large blooms on long stems, produced on an especially vigorous, healthy bush. It has earned a definite and lasting place on the list of choice roses. Its growing qualities alone will insure that. Very fragrant.

PRESIDENT PLUMECOCQ—Orange and copper color. A very good grower and active bloomer, with large fragrant flowers. A new rose of much promise.



Charles P. Kilham



Mrs. Pierre S. du Pont

RADIANCE—Brilliant carmine-salmon, with reverse side opal-rose and yellowish red. The best and most successfully-grown Rose in America. It thrives everywhere. As a plant, it is the ideal to which all other varieties are compared. It is a strong, sturdy grower with wonderful foliage, a continuous bloomer, producing large, delightfully fragrant double flowers. This variety and its relatives (Red Radiance and Mrs. Charles Bell) have made ordinary, amateur rose-gardening in this country successful, and productive.

RED RADIANCE—Clear, genuine red. A sport of Radiance, exactly like it in all respects, except in color. This variety, together with Radiance and Mrs. Charles Bell, constitutes a family of Roses in a class by themselves. Everyone who plants roses should have these three, if no others. Once you have succeeded in establishing a gorgeous bed of the Radiances, you will have learned sufficiently to know what it is all about, and will have developed a taste and desire to branch out into other kinds, even the delicate and uncertain novelties that crop up in numerous fashion each year.

REV. F. PAGE ROBERTS—Golden yellow with the reverse side carmine, especially in the bud. The buds are very shapely and the blooms of perfect form, double and very fragrant. The bush is low, compact and spreading, making it a good bedder. It is one of the best known and most popular yellows, remembered always for its exquisite coloring.

ROSLYN—Golden yellow with the reverse side orange. A fairly large bloom of rich color. A new variety much advertised. It bloomed quite well for us this year, but was only a medium grower.

SOUVENIR de CLAUDIUS PERNET—Pure sun-flower yellow. The flowers are fairly large and full, but open quickly. This is a well-known variety, particularly through its use in the cut-flower market. It is not as satisfactory in the garden as in the greenhouse, but still it does produce many blooms of rich yellow and of exhibition type.

SOUVENIR de GEORGES PERNET—Orient-red on the edge of the petals, reflected over the entire bud. The flower is cochineal-carmine. It is an unusual and attractive coloring. The blooms are immense and perfectly formed. The plant is of the low-spreading, bedding type, many-branched and bushy. This variety attracted a great deal of attention when introduced and becomes more popular each season.

SYRACUSE—Scarlet-crimson. Large, very double blooms of rich color. A newly introduced variety. Very worthwhile because of its fullness of bloom.

TALISMAN—Mixture of golden-yellow, orange and scarlet-red, with variations in nearly every bloom. One of the most widely advertised of all roses. And deservedly so. The plant is a vigorous grower of upright form. It produces beautiful buds on very long stems, and is very fragrant. This rose is gaining higher recognition every year.

VILLE de PARIS—Brilliant golden yellow. The buds are well-formed, the blooms large and unfading in color. The plant is strong and a very steady bloomer. It is also slightly fragrant. For real, pure, rich yellow, this variety is yet unsurpassed.



Another of our Rose fields

Hardy Climbers

Although Hardy Climbers bloom but once each year, they produce such an enormous crop of flowers at that time, as to make their cost insignificant, and their slight care a pleasure. Climbers can be trained against buildings, on fences, posts and pillars, over arches, pergolas, banks and walls, or to screen a porch, cover a tree stump and conceal small outbuildings. There is no other splash of color in the entire field of horticulture that arouses humdrum humanity, like the gorgeous spectacle of blooming Climbing Roses.

ALBERTINE—Two-toned. Inside of petals copper-yellow, reverse side coppery-rose. A hardy and strong grower and a profuse bloomer with beautiful glossy foliage on reddish stems. A very handsome climber which blooms in midseason.

AMERICAN BEAUTY CLIMBING—Vermillion-pink. It has large, fragrant flowers that are splendid for cutting. This is considered an old variety, but it is still as wonderful and popular as ever. It is an early bloomer.

JACOTTE—Brilliant coppery-salmon, on saffron-yellow. Large beautiful flowers that make a wonderful show because of the profusion of bloom. The foliage is shiny and holly-like, making the bush very attractive, even when not in bloom. This variety is considered the best hardy yellow. It makes a marvelous combination when planted together with Albertine. It also blooms in midseason.

MME. GREGOIRE STAECHLIN—The petals are delicate rose color, with the outside striped with red. The large blooms come on very long stems, fine for cutting. It is also fragrant. This is a newcomer in the rose field, and one of the loveliest ever discovered. It blooms early in the season.

MARY WALLACE—Delicate salmon-rose, very much like Lady Ash-town. The blooms are very large on long stems. It is a strong and most vigorous grower. It blooms early.

PAUL'S SCARLET CLIMBER—Bright scarlet, tinted with crimson. The flowers are fairly large, coming in clusters, making the most vivid splash of color in the garden. The color does not fade, but holds clear and true till the petals drop. The plant is a medium grower and is, therefore, used extensively for pillars, or posts for which it is highly adaptable.



Dutch Windmill near our office

HOW TO GET TO OUR NURSERIES

We are located at Jennersville, one mile southwest of West Grove, in Chester County, Pa., on Route No. 1, the Baltimore Pike, between Philadelphia and Baltimore; 40 miles southwest of Philadelphia and 60 miles northeast of Baltimore.

We have nurseries both at Jennersville, and Kelton, one mile away.

PLANTING AND CULTURAL DIRECTIONS

Roses require sun, at least one-half of the day. Protection from strong winds is also desirable. The beds should, also, be placed where the soil is naturally well-drained. The soil should be good garden loam. If it is poor, it should be replaced with good top-soil for a depth of twelve inches, and allowed to settle well before planting. The Roses should be planted 12 to 15 inches apart each way. The distance can be varied somewhat, depending on the vigor and spread of the varieties selected.

HOW TO PLANT

Do not expose the roots to the air or sun. The roots should be kept covered at all times, and can be dipped in a pail of water while planting. Dig the hole large enough to enable the roots to be spread out naturally and comfortably, and deep enough to bring the "bud" just below the top of the bed. Work the soil well in among the roots, and after the roots are covered and the hole fairly well filled with soil, TRAMP with the heel of your shoe, until the soil is firmly packed down all around. Then fill the hole with water several times, allowing it to drain away well each time. Fill the balance of the hole with loose dirt.

If planting in the Fall, hill up the soil immediately to a height of 8 inches or more, even to covering the entire plant. In the Spring this soil can be leveled off, and the surplus carried away. If planting in the Spring, no hilling-up is necessary, just leave the ground level.

All plants should be placed in the ground as soon as received. If delayed more than one week, remove them from the bundles, and hill in or bury entirely in a shady and moist place, until wanted.

CARE OF ROSES

Fertilizing: No fertilizer of any kind is required after planting in the Fall. Neither in the Spring immediately after planting, if good top soil has been used, as required. After the plants have started to grow, borne their first crop of blooms and had a short rest period, apply a good quantity of fresh cow manure or good chemical fertilizer to the top of the bed. In future years, apply a heavy dose of cow manure (well-rotted or fresh) in early Spring.

Watering and Mulching: During the hot, dry spells throughout the summer, water well every other day, either in early morning or late in the evening. Mulch with well-rotted manure or peat moss about July 1.

Winter Protection: Just after planting in the Fall, hill the soil around the plants to a height of eight inches or more, even to the extent of covering the entire plant. Established plants should be hilled up, in similar fashion about the end of November or before freezing weather.

Spraying or Dusting: Either method is effective. With large beds or gardens, spraying is usually cheaper. Use Bordeaux Mixture or Sulphur Dust for Mildew, Black Spot, etc. All diseased or injured branches or leaves should be removed and burned. For insects, we recommend Red Arrow mixed with a good soap spreader.

Pruning: Hybrid Teas should be pruned in March. Remove all dead, broken or weak branches. Shorten all other branches to within 6 to 8 inches of the ground. (Older and very vigorous plants need not be trimmed so far). Make all cuts clean just above an "eye," leaving only clean, healthy canes on the plant, arranged so as to make a neat, symmetrical bush. Climbers should be trimmed just after blooming. All very old, weak or diseased canes should be removed. Those remaining should be shortened or cut back to good, healthy side shoots and all new canes from the base left to grow.



The Radiances